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### IN THE CLAIMS

The current claims follow. For claims not marked as amended in this response, any difference in the claims below and the previous state of the claims is unintentional and in the nature of a typographical error.

1. (Previously Presented) For use in a wireless communications system, a system for automatically customizing operation of a wireless device comprising:

a small area transmitter supporting wireless connectivity with wireless devices and a behavior service defining behavior of wireless devices within a service area for the small area transmitter, wherein a wireless device,

upon detecting the behavior service upon entering the service area and receiving a behavior set from the small area transmitter, automatically sets operation of the wireless device to conform to the behavior set and associated user preferences, and

upon detecting unavailability of the behavior service following previous availability of the behavior service, automatically restores operation of the wireless device to a state existing prior to automatic setting of the operation of the wireless device to conform to the behavior set and associated user preferences.

2. (Original) The system as set forth in Claim 1 wherein the behavior service defines behavior of wireless devices through a set of attribute-value pairs.

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3. (Previously Presented) For use in a wireless communications system, a system for automatically customizing operation of a wireless device comprising:

a wireless device configured to communicate with small area transmitters supporting wireless connectivity with wireless devices and a behavior service defining behavior of wireless devices within a service area for the small area transmitter,

wherein the wireless device,

upon detecting the behavior service when entering the service area and receiving a behavior set from the small area transmitter, automatically sets operation of the wireless device to conform to the behavior set and associated user preferences, and

upon detecting unavailability of the behavior service following previous availability of the behavior service, automatically restores operation of the wireless device to a state existing prior to automatic setting of the operation of the wireless device to conform to the behavior set and associated user preferences.

4. (Original) The system as set forth in Claim 3 wherein the behavior service defines behavior of wireless devices through a set of attribute-value pairs.

5. (Canceled).

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6. (Previously Presented) The system as set forth in Claim 3 wherein the behavior service becomes unavailable as a result of the wireless device leaving the service area of the small area transmitter.

7. (Previously Presented) For use in a wireless communications system, a system for automatically customizing operation of a wireless device comprising:

a small area transmitter supporting wireless connectivity and a behavior service defining behavior of wireless devices within a service area for the small area transmitter; and

a controller within the wireless device, wherein the controller is capable of  
detecting the behavior service upon entering the service area,  
receiving a behavior set from the small area transmitter,  
automatically setting operation of the wireless device to conform to the behavior set and associated user preferences, and

detecting unavailability of the behavior service and automatically restoring operation of the wireless device to a state existing prior to automatic setting of the operation of the wireless device to conform to the behavior set.

8. (Original) The system as set forth in Claim 7 wherein the behavior service defines behavior of wireless devices through a set of attribute-value pairs.

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9. (Canceled).

10. (Previously Presented) The system as set forth in Claim 7 wherein the behavior service becomes unavailable as a result of the wireless device leaving the service area of the small area transmitter.

11. (Original) The system as set forth in Claim 7 wherein the user preferences specify, for each behavior associated with a known attribute within attribute-value pairs received from the small area transmitter, one of automatic acceptance of the behavior, automatic rejection of the behavior, and notification of a user for manual acceptance or rejection of the behavior, wherein the acceptance, rejection, or notification may be conditional or unconditional.

12. (Previously Presented) For use in a wireless communications system, a method of automatically customizing operation of a wireless device comprising:

providing, from a small area transmitter supporting wireless connectivity with wireless devices, a behavior service defining behavior of wireless devices within a service area for the small area transmitter;

upon detecting the behavior service upon entering the service area and, at the wireless device, receiving a behavior set from the small area transmitter, automatically setting operation of the wireless device to conform to the behavior set and associated user preferences; and

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upon detecting unavailability of the behavior service following previous availability of the behavior service, automatically restoring operation of the wireless device to a state existing prior to automatic setting of the operation of the wireless device to conform to the behavior set and associated user preferences.

13. (Previously Presented) The method as set forth in Claim 12 wherein the step of providing a behavior service defining behavior of wireless devices within a service area for the small area transmitter further comprises:

transmitting a set of attribute-value pairs for reception by wireless devices within the service area.

14. (Previously Presented) For use in a wireless communications system, a method of automatically customizing operation of a wireless device configured to communicate with small area transmitters supporting wireless connectivity with wireless devices and a behavior service defining behavior of wireless devices within a service area for the small area transmitter, the method comprising:

upon detecting the behavior service when entering the service area and, at the wireless device, receiving a behavior set from the small area transmitter, automatically setting operation of the wireless device to conform to the behavior set and associated user preferences; and

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upon detecting unavailability of the behavior service following previous availability of the behavior service, automatically restoring operation of the wireless device to a state existing prior to automatic setting of the operation of the wireless device to conform to the behavior set and associated user preferences.

15. (Original) The method as set forth in Claim 14 wherein the step of receiving a behavior service defining behavior of wireless devices within a service area for the small area transmitter further comprises:

receiving a set of attribute-value pairs transmitted by the small area device.

16. (Canceled).

17. (Previously Presented) The method as set forth in Claim 14 further comprising:  
leaving the service area of the small area transmitter, wherein the behavior service becomes unavailable to the wireless device.

18. (Previously Presented) For use in a wireless communications system, a method of automatically customizing operation of a wireless device comprising:

providing a behavior service defining behavior of wireless devices within a service area for a small area transmitter supporting wireless connectivity to the wireless devices;

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detecting the behavior service within a wireless device upon entering the service area and receiving a behavior set from the small area transmitter;

automatically setting operation of the wireless device to conform to the behavior set and associated user preferences;

detecting unavailability of the behavior service within a wireless device, following previous availability of the behavior service; and

automatically restoring operation of the wireless device to a state existing prior to automatic setting of the operation of the wireless device to conform to the behavior set and associated user preferences.

19. (Original) The method as set forth in Claim 18 wherein the step of providing a behavior service defining behavior of wireless devices within a service area for a small area transmitter supporting wireless connectivity to the wireless devices further comprises:

transmitting a set of attribute-value pairs defining behavior of wireless devices.

20. (Canceled).

21. (Previously Presented) The method as set forth in Claim 18, further comprising:

leaving the service area of the small area transmitter, wherein the behavior service becomes unavailable to the wireless device.

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22. (Original) The method as set forth in Claim 18, further comprising:

specifying, within the user preferences, one of automatic acceptance of the behavior, automatic rejection of the behavior, and notification of a user for manual acceptance or rejection of a behavior for each behavior associated with a known attribute within attribute-value pairs received from the small area transmitter, wherein the acceptance, rejection, or notification may be conditional or unconditional.

23. (Previously Presented) The system as set forth in Claim 1 wherein the behavior service becomes unavailable as a result of the wireless device leaving the service area of the small area transmitter.

24. (Previously Presented) The system as set forth in Claim 3 wherein the user preferences specify, for each behavior associated with a known attribute within attribute-value pairs received from the small area transmitter, one of automatic acceptance of the behavior, automatic rejection of the behavior, and notification of a user for manual acceptance or rejection of the behavior, wherein the acceptance, rejection, or notification may be conditional or unconditional.

25. (Previously Presented) The method as set forth in Claim 12 further comprising:



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leaving the service area of the small area transmitter, wherein the behavior service becomes unavailable to the wireless device.

26. (Previously Presented) The method as set forth in Claim 14, further comprising:  
specifying, within the user preferences, one of automatic acceptance of the behavior, automatic rejection of the behavior, and notification of a user for manual acceptance or rejection of a behavior for each behavior associated with a known attribute within attribute-value pairs received from the small area transmitter, wherein the acceptance, rejection, or notification may be conditional or unconditional.